

TEXAS TRAVEL FACTS



OFFICE OF THE GOVERNOR ECONOMIC DEVELOPMENT & TOURISM ROI (FY16)

\$7.70 to \$1 ROI in state tax revenue from Texas Tourism Advertising, +5%
\$4.9 Billion influenced travel spending from outside of Texas
\$292 Million in state taxes generated, 49,000 travel industry jobs supported



TEXAS TRAVEL INDUSTRY ECONOMIC IMPACT (2016)

\$69.2 Billion in total direct travel spending, +1.8%
\$6.4 Billion generated in state and local tax revenues



TEXAS TRAVEL INDUSTRY JOB CREATION (2016)

671,600 jobs directly supported by travel spending, +3.7%
6th consecutive year of tourism employment growth



INTERNATIONAL & DOMESTIC TRAVEL IN TEXAS (2015)

3rd highest share of domestic travel days among US states
72% of domestic travel in Texas was for leisure purposes
\$6.9 Billion in international travel spending
10.2 Million international arrivals in Texas

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV

TEXAS